

ORDER

**WKYC**

Orders

Order / Rev: 710949

Alt Order #: 06301616

Product Desc: JO HEALY AB. FOR CON

Estimate: 1269

Flight Dates: 09/04/12 - 09/10/12

Original Date / Rev: 08/30/12 / 08/30/12

Order Type: Political

Primary AE: Maria Bellwood

Sales Office: T-DAL

Sales Region: NAT

Agency

Name: Davis Group

Buying Contact:

Billing Contact:

4201 Bee Caves Road., Suite C-101

Austin, TX 78704

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Healy-Abrams/D/Congress

Demographic: A18-49

Product Codes: PL-US House Representative

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	5	\$3,900.00	\$3,315.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	5	\$3,900.00	\$3,315.00	0.00
Totals	5	\$3,900.00	\$3,315.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Maria Bellwood			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	25%	\$3,900.00
Market	100%	\$15,600.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	25%	\$3,900.00
WJW	25%	\$3,900.00
WOIO	25%	\$3,900.00
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/04/12	09/04/12	M-F 6-7a	CM	6a-7a	-T-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
Channel 3 News Today @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----			1			\$800.00		0.00			
E 2	WKYC	09/06/12	09/06/12	M-F 6-7a	CM	6a-7a	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
Channel 3 News Today @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---			1			\$800.00		0.00			
E 3	WKYC	09/10/12	09/10/12	M-F 6-7a	CM	6a-7a	M-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
Channel 3 News Today @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----			1			\$800.00		0.00			

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Advertiser: Healy-Abrams/D/Congress
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKYC	09/08/12	09/08/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$800.00	P-5	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		1			\$800.00		0.00			
E 5	WKYC	09/07/12	09/07/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$700.00	P-5	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	----F--		1			\$700.00		0.00			
Totals													5	\$3,900.00